This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (previously presented): A computer-implemented
2 method comprising:
3   a) accepting, by a proxy including at least one
4   computer, ad spot availability information for a
5   pageview to be provided in response to a page
6   request, the ad spot availability information
7   accepted from a first party, wherein the first party
8   is not the proxy;
9   b) multicasting, by the proxy, ad spot requests for
10   offers using the accepted ad spot availability
11   information to at least two second parties, wherein
12   the at least two second parties include at least two
13   ad networks that are different from the first party
14   and the proxy;
15   c) receiving, by the proxy, offers;
16   d) determining, by the proxy, at least one winning
17   ad using the offers; and
18   e) providing, by the proxy, information concerning
19   at least one of the at least one winning ad to the
20   first party.

1 Claim 2 (previously presented): The computer-implemented
2 method of claim 1, further comprising:
3   f) recording, by the proxy, first party payment
4   information.

1 Claim 3 (previously presented): The computer-implemented
2 method of claim 2, wherein the first party is a Website
3 owner.

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1 Claim 4 (previously presented): The computer-implemented
2 method of claim 2, further comprising:
3   g) paying, by the proxy, the first party using the
4   first party payment information.

1 Claim 5 (previously presented): The computer-implemented
2 method of claim 2, further comprising:
3   g) paying, by the proxy, the first party using the
4   first party payment information and a previously
5   agreed upon guarantee.

1 Claim 6 (previously presented): The computer-implemented
2 method of claim 2, further comprising:
3   g) paying, by the proxy, the first party using the
4   first party payment information and a previously
5   agreed upon guarantee, wherein the previously agreed
6   upon guarantee includes a profit percentage.

1 Claim 7 (previously presented): The computer-implemented
2 method of claim 1, further comprising:
3   f) recording, by the proxy, second party billing
4   information.

1 Claim 8 (previously presented): The computer-implemented
2 method of claim 1, wherein the act of multicasting ad
3 spot requests for offers includes sending an ad spot
4 request for offer to at least two of (i) a first ad
5 network, (ii) a second ad network, (iii) a first ad
6 agency, and (iv) a second ad agency.

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1 Claim 9 (previously presented): The computer-implemented
2 method of claim 1, wherein the ad spot availability
3 information includes offer rules.

1 Claim 10 (previously presented): The computer-
2 implemented method of claim 9, wherein at least some of
3 the ad spot requests for offers include at least some of
4 the offer rules.

1 Claim 11 (previously presented): The computer-
2 implemented method of claim 9, wherein the ad spot
3 requests for offers include none of the offer rules.

1 Claim 12 (previously presented): The computer-
2 implemented method of claim 9, wherein the act of
3 determining at least one winning ad enforces strict offer
4 rule compliance.

1 Claim 13 (previously presented): The computer-
2 implemented method of claim 9, wherein the act of
3 determining at least one winning ad converts an offer
4 that is not in compliance with an offer rule to a
5 converted offer that is compliant with the offer rule.

1 Claim 14 (previously presented): The computer-
2 implemented method of claim 13, wherein the act of
3 determining at least one winning ad that converts the
4 offer uses estimated ad performance information.

1 Claim 15 (previously presented): The computer-
2 implemented method of claim 13, wherein the act of

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3   determining at least one winning ad that converts the
4   offer uses estimated ad selection rate information.

1   Claim 16 (previously presented): The computer-
2   implemented method of claim 13, wherein the act of
3   determining at least one winning ad that converts the
4   offer uses estimated ad conversion rate information.

1   Claim 17 (currently amended): A computer-implemented
2   method comprising:
3   a)   sending, [[with]] by a content provider
4   including at least one computer, ad spot
5   availability information for a pageview to be
6   provided in response to a page request, to a proxy
7   representing at least two of (i) a first ad network,
8   (ii) a second ad network, (iii) a first ad agency,
9   and (iv) a second ad agency, wherein the content
10   provider is not the proxy;
11   b)   receiving, [[with]] by the content provider,
12   information concerning at least one ad corresponding
13   to the ad spot availability information from the
14   proxy, wherein the information concerning the at
15   least one ad originates from an advertiser, and
16   wherein the advertiser is different from the proxy
17   and the content provider;
18   c)   serving, [[with]] by the content provider, the
19   at least one ad corresponding to the ad spot
20   availability information on an ad spot; and
21   d)   receiving, [[with]] by the content provider,
22   payment related to the act of serving the at least
23   one ad corresponding to the ad spot availability
24   information on the ad spot.

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Claim 18 (previously presented): The computer-implemented method of claim 17, wherein the payment is determined using a previously agreed upon guarantee from the proxy.

Claim 19 (previously presented): The computer-implemented method of claim 18, wherein the previously agreed upon guarantee includes a profit percentage.

Claim 20 (previously presented): The computer-implemented method of claim 17, wherein the ad spot availability information includes offer rules.

Claim 21 (currently amended): A computer-implemented method comprising:

a) accepting, [[with]] by a proxy including at least one computer, ad availability information from an advertiser, wherein the ad availability information is associated with an ad to be served, and wherein the advertiser is not the proxy;

b) multicasting, [[with]] by the proxy, requests for offers using the accepted ad availability information associated with the ad to be served to at least two content owners, wherein the at least two content owners are different from the advertiser and the proxy;

c) receiving, [[with]] by the proxy, offers to place an ad of the advertiser on at least one ad spot of at least one pageview of each of the at least two content owners;

d) determining, [[with]] by the proxy, at least one winning ad spot using the offers; and

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20   e) providing, [[with]] by the proxy, information
21   concerning at least one of the at least one winning
22   ad spot to the advertiser.

1 Claim 22 (currently amended): The computer-implemented
2 method of claim 21, further comprising:
3   f) recording, [[with]] by the proxy, advertiser
4   billing information associated with the ad
5   availability information.

1 Claim 23 (currently amended): The computer-implemented
2 method of claim 22, further comprising:
3   g) billing, [[with]] by the proxy, the advertiser
4   associated with the ad availability information
5   using the advertiser billing information.

1 Claim 24 (currently amended): The computer-implemented
2 method of claim 22, further comprising:
3   g) billing, [[with]] by the proxy, the advertiser
4   associated with the ad availability information
5   using the advertiser billing information and a
6   previously agreed upon guarantee.

1 Claim 25 (currently amended): The computer-implemented
2 method of claim 22, further comprising:
3   g) billing, [[with]] by the proxy, the advertiser
4   associated with the ad availability information
5   using the advertiser billing information and a
6   previously agreed upon guarantee, wherein the
7   previously agreed upon guarantee includes a cost
8   percentage.

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Claim 26 (previously presented): The computer-
implemented method of claim 21, wherein the ad
availability information includes offer rules required by
the advertiser associated with the ad availability
information.

Claim 27 (previously presented): The computer-
implemented method of claim 26, wherein at least some of
the requests for offers include at least some of the
offer rules.

Claim 28 (previously presented): The computer-
implemented method of claim 26, wherein the requests for
offers include none of the offer rules.

Claim 29 (previously presented): The computer-
implemented method of claim 26, wherein the act of
determining at least one winning ad spot enforces strict
offer rule compliance.

Claim 30 (previously presented): The computer-
implemented method of claim 26, wherein the act of
determining at least one winning ad spot converts an
offer that is not in compliance with an offer rule to a
converted offer that is compliant with the offer rule.

Claim 31 (previously presented): The computer-
implemented method of claim 30, wherein the act of
converting uses estimated ad performance information.

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1 Claim 32 (previously presented): The computer-
2 implemented method of claim 30, wherein the act of
3 converting uses estimated ad selection rate information.

1 Claim 33 (previously presented): The computer-
2 implemented method of claim 30, wherein the act of
3 converting uses estimated ad conversion rate information.

1 Claim 34 (previously presented): Apparatus comprising:
2   a)   at least one processor;
3   b)   an input device; and
4   c)   at least one storage device storing a computer
5   executable code which, when executed by the at least
6   one processor, performs a method of

7   1)   accepting, by a proxy, ad spot availability
8   information for a pageview to be provided in
9   response to a page request, the ad spot
10   availability information accepted from a first
11   party, wherein the first party is not the
12   proxy,
13   2)   multicasting, by the proxy, ad spot
14   requests for offers using the accepted ad spot
15   availability information to at least two second
16   parties, wherein the at least two second
17   parties include at least two ad networks that
18   are different from the first party and the
19   proxy,
20   3)   receiving, by the proxy, offers,
21   4)   determining, by the proxy, at least one
22   winning ad using the offers, and

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23   5) providing, by the proxy, information
24   concerning at least one of the at least one
25   winning ad to the first party.

1 Claim 35 (previously presented): The apparatus of claim
2 34 further comprising:
3   6) recording, by the proxy, first party
4   payment information.

1 Claim 36 (previously presented): The apparatus of claim
2 35, wherein the first party is a Website owner.

1 Claim 37 (previously presented): The apparatus of claim
2 35, further comprising:
3   7) paying, by the proxy, the first party
4   using the first party payment information.

1 Claim 38 (previously presented): The apparatus of claim
2 35, further comprising:
3   7) paying, by the proxy, the first party
4   using the first party payment information and a
5   previously agreed upon guarantee.

1 Claim 39 (previously presented): The apparatus of claim
2 35, further comprising:
3   7) paying, by the proxy, the first party
4   using the first party payment information and a
5   previously agreed upon guarantee, wherein the
6   previously agreed upon guarantee includes a
7   profit percentage.

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1   Claim 40 (previously presented): The apparatus of claim
2   34, further comprising:
3   6) recording, by the proxy, second party
4   billing information.

1   Claim 41 (previously presented): The apparatus of claim
2   34, wherein the act of multicasting ad spot requests for
3   offers includes sending an ad spot request for offer to
4   at least two of (i) a first ad network, (ii) a second ad
5   network, (iii) a first ad agency, and (iv) a second ad
6   agency.

1   Claim 42 (previously presented): The apparatus of claim
2   34, wherein the ad spot availability information includes
3   offer rules.

1   Claim 43 (previously presented): The apparatus of claim
2   42, wherein at least some of the ad spot requests for
3   offers include at least some of the offer rules.

1   Claim 44 (previously presented): The apparatus of claim
2   42, wherein the ad spot requests for offers include none
3   of the offer rules.

1   Claim 45 (previously presented): The apparatus of claim
2   42, wherein the act of determining at least one winning
3   ad enforces strict offer rule compliance.

1   Claim 46 (previously presented): The apparatus of claim
2   42, wherein the act of determining at least one winning
3   ad converts an offer that is not in compliance with an

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4   offer rule to a converted offer that is compliant with

5   the offer rule.

1   Claim 47 (previously presented): The apparatus of claim

2   46, wherein the act of converting uses estimated ad

3   performance information.

1   Claim 48 (previously presented): The apparatus of claim

2   46, wherein the act of converting uses estimated ad

3   selection rate information.

1   Claim 49 (previously presented): The apparatus of claim

2   46, wherein the act of converting uses estimated ad

3   conversion rate information.

1   Claim 50 (currently amended): Apparatus comprising:

2   a)   at least one processor;

3   b)   an input device; and

4   c)   at least one storage device storing a computer

5   executable code which, when executed by the at least

6   one processor, performs a method of

7   1)   sending, [[with]] by a content provider, ad

8   spot availability information for a pageview to

9   be provided in response to a page request, to a

10   proxy representing at least two of (i) a first

11   ad network, (ii) a second ad network, (iii) a

12   first ad agency, and (iv) a second ad agency,

13   wherein the content provider is not the proxy,

14   2)   receiving, [[with]] by the content

15   provider, information concerning at least one

16   ad corresponding to the ad spot availability

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17   information from the proxy, wherein the

18   information concerning the at least one ad

19   originates from an advertiser, and wherein the

20   advertiser is different from the proxy and the

21   content provider,

22   3)   serving the at least one ad corresponding

23   to the ad spot availability information on an

24   ad spot, and

25   4)   receiving payment related to the act of

26   serving the at least one ad corresponding to

27   the ad spot availability information on the ad

28   spot.

1   Claim 51 (previously presented):   The apparatus of claim

2   50, wherein the payment is determined using a previously

3   agreed upon guarantee from the proxy.

1   Claim 52 (previously presented):   The apparatus of claim

2   51, wherein the previously agreed upon guarantee includes

3   a profit percentage.

1   Claim 53 (previously presented):   The apparatus of claim

2   50, wherein the ad spot availability information includes

3   offer rules.

1   Claim 54 (currently amended):   Apparatus comprising:

2   a)   at least one processor;

3   b)   an input device; and

4   c)   at least one storage device storing a computer

5   executable code which, when executed by the at least

6   one processor, performs a method of

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7   1)   accepting [[with]] by a proxy, ad

8   availability information from an advertiser,

9   wherein the ad availability information is

10   associated with an ad to be served, and wherein

11   the advertiser is not the proxy,

12   2)   multicasting, [[with]] by the proxy,

13   requests for offers using the accepted ad

14   availability information associated with the ad

15   to be served to at least two content owners,

16   wherein the at least two content owners are

17   different from the advertiser and the proxy,

18   3)   receiving, [[with]] by the proxy, offers to

19   place an ad of the advertiser on at least one

20   ad spot of at least one pageview of each of the

21   at least two content owners,

22   4)   determining, [[with]] by the proxy, at

23   least one winning ad spot using the offers, and

24   5)   providing, [[with]] by the proxy,

25   information concerning at least one of the at

26   least one winning ad spot to the advertiser.

1   Claim 55 (currently amended): The apparatus of claim 54,

2   further comprising:

3   6)   recording, [[with]] by the proxy,

4   advertiser billing information associated with

5   the ad availability information.

1   Claim 56 (currently amended): The apparatus of claim 55,

2   further comprising:

3   7)   billing, [[with]] by the proxy, the

4   advertiser associated with the ad availability

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5          information using the advertiser billing
6          information.
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1    Claim 57 (currently amended):  The apparatus of claim 55,
2    further comprising:
3          7)  billing, [[with]] by the proxy, the
4          advertiser associated with the ad availability
5          information using the advertiser billing
6          information and a previously agreed upon
7          guarantee.
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1    Claim 58 (currently amended):  The apparatus of claim 55,
2    further comprising:
3          7)  billing, [[with]] by the proxy, the
4          advertiser associated with the ad availability
5          information using the advertiser billing
6          information and a previously agreed upon
7          guarantee, wherein the previously agreed upon
8          guarantee includes a cost percentage.
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1    Claim 59 (previously presented):  The apparatus of claim
2    54, wherein the ad availability information includes
3    offer rules required by the advertiser associated with
4    the ad availability information.
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1    Claim 60 (previously presented):  The apparatus of claim
2    59, wherein at least some of the requests for offers
3    include at least some of the offer rules.
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1    Claim 61 (previously presented):  The apparatus of claim
2    59, wherein the requests for offers include none of the
3    offer rules.
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1   Claim 62 (previously presented): The apparatus of claim
2   59, wherein the act of determining at least one winning
3   ad spot enforces strict offer rule compliance.

1   Claim 63 (previously presented): The apparatus of claim
2   59, wherein the act of determining at least one winning
3   ad spot converts an offer that is not in compliance with
4   an offer rule to a converted offer that is compliant with
5   the offer rule.

1   Claim 64 (previously presented): The apparatus of claim
2   63, wherein the act of converting uses estimated ad
3   performance information.

1   Claim 65 (previously presented): The apparatus of claim
2   63, wherein the act of converting uses estimated ad
3   selection rate information.

1   Claim 66 (previously presented): The apparatus of claim
2   63, wherein the act of converting uses estimated ad
3   conversion rate information.

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